

Remit Address:
WFLA
33096 Collection Center Drive
Chicago, IL 60693
Main: (813) 221-5771
Billing: (317) 296-3100

## **Billing Address:**

Targeted Platform Media Attention: Accounts Payable 1291 Hollywood Avenue Annapolis, MD 21403 USA

| DHE | INVOICE | ATE     |
|-----|---------|---------|
|     |         | 4/23JLL |

| Advertiser      | POL/Priorities USA Action |
|-----------------|---------------------------|
| Product         | ISSUE                     |
| Estimate Number | 4554                      |

| Invoice #      | 870645-1            |
|----------------|---------------------|
| Invoice Date   | 09/18/16            |
| Invoice Month  | September 2016      |
| Invoice Period | 08/29/16 - 09/12/16 |

| Property          | WFLA            |
|-------------------|-----------------|
| Account Executive | Katz Washington |
| Sales Office      | Katz/Washington |
| Sales Region      | National        |

| Order #      | 870645              |
|--------------|---------------------|
| Alt Order #  | 25152052            |
| Deal #       |                     |
| Order Flight | 09/06/16 - 09/12/16 |

| Billing Calendar | Broadcast |
|------------------|-----------|
| Billing Type     | Cash      |
| Special Handling |           |

| Agency Code     |  |
|-----------------|--|
| Advertiser Code |  |
| Product 1/2     |  |

| Agency Ref     |  |
|----------------|--|
| Advertiser Ref |  |

| Line | Channel | Description   | Time         | Day     | Date          | Length         | Air Time | Ad-ID      | Rate                  | Reconciliation | Ref # |
|------|---------|---------------|--------------|---------|---------------|----------------|----------|------------|-----------------------|----------------|-------|
| 1    | WFLA    | Tonight Show  | Tonight Show | •       | •             |                | •        |            |                       |                |       |
|      |         |               |              | 09/06/1 | 6 to 09/12/16 | 5x             | MTWTF    |            |                       |                |       |
|      | WFLA    |               |              | Tu      | 09/06/16      | :30            | 12:01 AM | PRATV1620H | \$2,000.00            |                | 3     |
|      | WFLA    |               |              | W       | 09/07/16      | :30            | 11:50 PM | PRATV1620H | \$2,000.00            |                | 2     |
|      | WFLA    |               |              | Th      | 09/08/16      | :00            |          |            | <del>\$2,000.00</del> | Credited       | 4     |
|      | WFLA    |               |              | F       | 09/09/16      | :30            | 12:14 AM | PRATV1624H | \$2,000.00            |                | 5     |
|      | WFLA    |               |              | M       | 09/12/16      | :30            | 12:05 AM | PRATV1624H | \$2,000.00            |                | 1     |
| 2    | WFLA    | M-F 5-530p    | 5-530p       |         |               |                |          |            |                       |                |       |
|      |         | •             | •            | 09/06/1 | 6 to 09/12/16 | 5x             | MTWTF    |            |                       |                |       |
|      | WFLA    |               |              | Tu      | 09/06/16      | :30            | 5:12 PM  | PRATV1620H | \$1,365.00            |                | 1     |
|      | WFLA    |               |              | W       | 09/07/16      | :30            | 5:21 PM  | PRATV1620H | \$1,365.00            |                | 4     |
|      | WFLA    |               |              | Th      | 09/08/16      | :30            | 5:22 PM  | PRATV1620H | \$1,365.00            |                | 3     |
|      | WFLA    |               |              | F       | 09/09/16      | :30            | 5:22 PM  | PRATV1624H | \$1,365.00            |                | 2     |
|      | WFLA    |               |              | M       | 09/12/16      | :30            | 5:10 PM  | PRATV1624H | \$1,365.00            |                | 5     |
| 3    | WFLA    | M-F 530-6p    | 530-6p       |         |               |                |          |            |                       |                |       |
|      |         | •             | •            |         | 6 to 09/12/16 | 5x             | MTWTF    |            |                       |                |       |
|      | WFLA    |               |              | Tu      | 09/06/16      | :30            | 5:52 PM  | PRATV1620H | \$1,470.00            |                | 5     |
|      | WFLA    |               |              | W       | 09/07/16      | :30            | 5:39 PM  | PRATV1620H | \$1,470.00            |                | 3     |
|      | WFLA    |               |              | Th      | 09/08/16      | :30            | 5:52 PM  | PRATV1620H | \$1,470.00            |                | 2     |
|      | WFLA    |               |              | F       | 09/09/16      | :30            | 5:40 PM  | PRATV1624H | \$1,470.00            |                | 4     |
|      | WFLA    |               |              | M       | 09/12/16      | :30            | 5:53 PM  | PRATV1624H | \$1,470.00            |                | 1     |
| 4    | WFLA    | Local 6p News | 6-630p       |         |               |                |          |            |                       |                |       |
|      |         | •             | •            | 09/06/1 | 6 to 09/12/16 | 5x             | MTWTF    |            |                       |                |       |
|      | WFLA    |               |              | Tu      | 09/06/16      | :30            | 6:24 PM  | PRATV1620H | \$2,310.00            |                | 4     |
|      | WFLA    |               |              | W       | 09/07/16      | :30            | 6:21 PM  | PRATV1620H | \$2,310.00            |                | 5     |
|      | WFLA    |               |              | Th      | 09/08/16      | :30            | 6:10 PM  | PRATV1620H | \$2,310.00            |                | 2     |
|      | WFLA    |               |              | F       | 09/09/16      | :30            | 6:23 PM  | PRATV1624H | \$2,310.00            |                | 3     |
|      | WFLA    |               |              | M       | 09/12/16      | :30            | 6:22 PM  | PRATV1624H | \$2,310.00            |                | 1     |
| 5    | WFLA    | Local 7p News | 7-730p       |         |               |                |          |            |                       |                |       |
|      |         | •             | •            | 09/06/1 | 6 to 09/12/16 | 5x             | MTWTF    |            |                       |                |       |
|      |         |               |              | 20/00/  |               | <del>U</del> X | -        |            |                       |                |       |

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| Advertiser      | POL/Priorities USA Action |
|-----------------|---------------------------|
| Product         | ISSUE                     |
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|----------------|---------------------|
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| Invoice Period | 08/29/16 - 09/12/16 |

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| Sales Office      | Katz/Washington |
| Sales Region      | National        |

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|--------------|---------------------|
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| Deal #       |                     |
| Order Flight | 09/06/16 - 09/12/16 |

| Billing Calendar | Broadcast |
|------------------|-----------|
| Billing Type     | Cash      |
| Special Handling |           |

| Agency Code     |  |
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| Advertiser Code |  |
| Product 1/2     |  |

| Agency Ref     |  |
|----------------|--|
| Advertiser Ref |  |

| Line | Channel | Description      | Time        | Day      | Date        | Length | Air Time        | Ad-ID                    | Rate                     | Reconciliation | Ref # |
|------|---------|------------------|-------------|----------|-------------|--------|-----------------|--------------------------|--------------------------|----------------|-------|
| 5    | WFLA    | Local 7p News    | 7-730p      |          |             |        |                 |                          |                          | -              |       |
|      | WFLA    |                  |             | Tu       | 09/06/16    | :30    | 7:11 PM         | PRATV1620H               | \$1,260.00               |                | 2     |
|      | WFLA    |                  |             | W        | 09/07/16    | :30    | 7:14 PM         | PRATV1620H               | \$1,260.00               |                | 5     |
|      | WFLA    |                  |             | Th       | 09/08/16    | :30    | 7:13 PM         | PRATV1620H               | \$1,260.00               |                | 4     |
|      | WFLA    |                  |             | F        | 09/09/16    | :30    | 7:09 PM         | PRATV1624H               | \$1,260.00               |                | 3     |
|      | WFLA    |                  |             | M        | 09/12/16    | :30    | 7:11 PM         | PRATV1624H               | \$1,260.00               |                | 1     |
| 6    | WFLA    | Today Show       | 657-9a      |          |             |        |                 |                          |                          |                |       |
|      |         |                  |             |          | to 09/12/16 | 5x     | MTWTF           |                          |                          |                |       |
|      | WFLA    |                  |             | Tu       | 09/06/16    | :30    | 7:56 AM         | PRATV1620H               | \$2,550.00               |                | 2     |
|      | WFLA    |                  |             | W        | 09/07/16    | :30    | 8:39 AM         | PRATV1620H               | \$2,550.00               |                | 1     |
|      | WFLA    |                  |             | Th       | 09/08/16    | :30    | 8:45 AM         | PRATV1620H               | \$2,550.00               |                | 5     |
|      | WFLA    |                  |             | F        | 09/09/16    | :30    | 7:59 AM         | PRATV1624H               | \$2,550.00               |                | 4     |
|      | WFLA    |                  |             | M        | 09/12/16    | :30    | 8:27 AM         | PRATV1624H               | \$2,550.00               |                | 3     |
| 7    | WFLA    | M-F 730-8p       | 730-8p      |          |             |        |                 |                          |                          |                |       |
|      |         | -                |             | 09/06/16 | to 09/12/16 | 5x     | MTWTF           |                          |                          |                |       |
|      | WFLA    |                  |             | Tu       | 09/06/16    | :30    | 7:40 PM         | PRATV1620H               | \$1,050.00               |                | 2     |
|      | WFLA    |                  |             | W        | 09/07/16    | :30    | 7:41 PM         | PRATV1620H               | \$1,050.00               |                | 5     |
|      | WFLA    |                  |             | Th       | 09/08/16    | :00    |                 |                          | <del>\$1,050.00</del>    | Credited       | 3     |
|      | WFLA    |                  |             | F        | 09/09/16    | :30    | 7:49 PM         | PRATV1624H               | \$1,050.00               |                | 4     |
|      | WFLA    |                  |             | M        | 09/12/16    | :30    | 7:48 PM         | PRATV1624H               | \$1,050.00               |                | 1     |
| 8    | WFLA    | SNL              | Sa 1130p-1a |          |             |        |                 |                          |                          |                |       |
|      |         |                  |             | 09/05/16 | to 09/11/16 | 1x     | S-              |                          |                          |                |       |
|      | WFLA    |                  |             | Sa       | 09/10/16    | :30    | 12:06 AM        | PRATV1624H               | \$3,000.00               |                | 1     |
| 9    | WFLA    | Local Sa 7a News | 7-8a        |          |             |        |                 |                          |                          |                |       |
|      |         |                  |             | 09/05/16 | to 09/11/16 | 1x     | S-              |                          |                          |                |       |
|      | WFLA    |                  |             | Sa       | 09/10/16    | :30    | 7:28 AM         | PRATV1624H               | \$525.00                 |                | 1     |
| 14   | WFLA    | Late News M-Su   | M-Su        |          |             |        |                 |                          | *                        |                |       |
|      | =^      |                  | 00          | 09/06/16 | to 09/12/16 | 5x     | MTWTFS-         |                          |                          |                |       |
|      | WFLA    |                  |             | Tu       | 09/06/16    | :30    | 11:24 PM        | PRATV1620H               | \$4,200.00               |                | 1     |
|      | WFLA    |                  |             | W        | 09/06/16    | :30    | 11:24 FM        | PRATV1620H<br>PRATV1620H | \$4,200.00<br>\$4,200.00 |                | 2     |
|      | VVI LA  |                  |             | VV       | 03/07/10    | .50    | I I . I I F IVI | FRATVIOZON               | φ4,200.00                |                | ۷     |

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| Advertiser Code |  |
| Product 1/2     |  |

| Agency Ref     |  |
|----------------|--|
| Advertiser Ref |  |

| Line | Channel | Description               | Time   | Day         | Date       | Length | Air Time | Ad-ID      | Rate       | Reconciliation | Ref # |
|------|---------|---------------------------|--------|-------------|------------|--------|----------|------------|------------|----------------|-------|
| 14   | WFLA    | Late News M-Su            | M-Su   |             |            |        | _        |            | -          |                |       |
|      | WFLA    |                           |        | F           | 09/09/16   | :30    | 11:23 PM | PRATV1624H | \$4,200.00 |                | 5     |
|      | WFLA    |                           |        | Sa          | 09/10/16   | :30    | 11:09 PM | PRATV1624H | \$4,200.00 |                | 4     |
|      | WFLA    |                           |        | M           | 09/12/16   | :30    | 11:22 PM | PRATV1624H | \$4,200.00 |                | 3     |
| 16   | WFLA    | Wed 8p Com in Chief Forum | 8-9p   |             |            |        |          |            |            |                |       |
|      |         |                           |        | 09/05/16 to | o 09/11/16 | 1x     | 1        |            |            |                |       |
|      | WFLA    |                           |        | W           | 09/07/16   | :30    | 8:30 PM  | PRATV1624H | \$4,500.00 |                | 1     |
| 17   | WFLA    | Sat 8p Amer Got Talent    | 8-9p   |             |            |        |          |            |            |                |       |
|      |         |                           |        | 09/05/16 to | 0 09/11/16 | 1x     | 1-       |            |            |                |       |
|      | WFLA    |                           |        | Sa          | 09/10/16   | :30    | 8:20 PM  | PRATV1624H | \$8,000.00 |                | 1     |
| 18   | WFLA    | M-F 4-5p                  | 4-5p   |             |            |        |          |            |            |                |       |
|      |         |                           |        | 09/05/16 to | 0 09/11/16 | 1x     | TF       |            |            |                |       |
|      | WFLA    |                           |        | F           | 09/09/16   | :30    | 4:51 PM  | PRATV1624H | \$1,100.00 |                | 1     |
| 19   | WFLA    | Local News @ 430a         | 430-5a |             |            |        |          |            |            |                |       |
|      |         |                           |        | 09/05/16 to | 0 09/11/16 | 1x     | TF       |            |            |                |       |
|      | WFLA    |                           |        | Th          | 09/08/16   | :30    | 4:42 AM  | PRATV1620H | \$210.00   |                | 1     |
|      |         |                           |        |             |            |        |          |            |            |                |       |

Aired Spots 44

<u>Gross Total</u> \$95,310.00 <u>Agency Commission</u> \$14,296.50

Net Amount Due \$81,013.50 Payment Terms 30 Days